

travHQ &  present

Travel Technology Track

18-20 January 2018 @OTM, Mumbai



The Travel Technology Track is an initiative by TravHQ & OTM to celebrate the growth of travel-tech industry in India

The knowledge platform will showcase innovative travel solutions, panel discussions with industry thought-leaders and skill development workshops for travel trade industry

3

Layer Approach



Industry Knowledge Panels



Digital Skill Development Workshops



Travel Innovator Showcase



01. The Online Growth Patterns

Featuring elite experts from India online travel industry to discuss the key trends in Indian outbound travel industry

02. Sessions addressing Key Problems for Hoteliers

Fighting the price parity war, gearing up to alternate accommodation, revenue management strategies

03. Sessions on Revenue Management

How can hotels fit their current revenue management practices to adhere to Technology changes



Knowledge Panel Sponsorship 30,000 INR

Sponsor a knowledge panel at Travel Tech Track

*Rates exclude GST



Sponsor Deliverables Knowledge Panel



Sponsor Deliverables

- ❖ Sponsor branding during panel discussion and at the OTM event
- ❖ Key spokesperson from the company to chair panel
- ❖ Online visibility on TravHQ.com, OTM.co.in

Digital Skill Development Workshops For Travel Trade Industry



01. Harnessing Mobile Platforms for Travel Agencies

How can the travel agencies using mobile tools to create better content and photos to market the destinations and experiences

02. Decoding Analytics for Hotels

While Driving ROI is the key, which are the parameters that hotel sales & marketing teams need to consider to maximize their ROI efforts

03. Lessons in Influencer Marketing & Engagement

Blogger meets are in vogue, however do bloggers and influencers really drive value to destinations, hotels and the travel industry? How does one measure impact

India's Biggest Travel Trade Show

OTM[®]

www.otm.co.in

TECH THEATRE

TECHFORUM @ OTM

18, 19, 20 February 2016
Bombay Convention & Exhibition Centre

Workshop Sponsorship 50,000 INR

Sponsor a skill development workshop at Travel Tech Track

PITCH DECK

What is Fxkart.com?

We are building the first & largest online foreign exchange company on... concept having zero inventory

66Bn
\$34Bn

Main Problem & Solution

MAHARASHTRA TOURISM

Incredible India
www.incredibleindia.org

PATA

ATOAI

MT&A

travel

FAIRFEST

*Rates exclude GST



Sponsor Deliverables: Workshop Session



Sponsor Deliverables

- ❖ Conduct participant workshop for upto 50 minutes
- ❖ Session duration includes Q&A duration of upto 10 minutes
- ❖ Online visibility on TravHQ.com, OTM.co.in
- ❖ Promotion via social media, newsletters etc.
- ❖ Video snippets from workshop to be published on YouTube
- ❖ In-event branding across OTM assets



01. Travel-Agency & Hotel Tech Innovators

From state of PMS, itinerary planning systems to revenue optimizing solution providers, this is a perfect opportunity to showcase your solutions to India's travel-trade industry

02. Futuristic Travel-Tech Companies

Companies that have game changing solutions for the travel industry such as Robotic solutions, VR solutions, smart door lock solutions and more.

03. Destination Tourism Innovators

Companies that have innovative offerings to solve tourist traffic & arrival issues for Tourist Boards as well as DMOs





Innovator Showcase Sponsorship 10,000 INR

Dedicated presentation slot to showcase your offering at Travel Tech Track

*Rates exclude GST



Sponsor Deliverables: Innovator Showcase



Sponsor Deliverables & Rules

- ❖ 10 minutes dedicated presentation/pitching slot
- ❖ Eligibility: Early stage travel startups with MVP
- ❖ Established on or after 2016
- ❖ Foster networking connections with India's leading travel-trade industry
- ❖ Potential coverage on TravHQ/OTM online for qualified startups

Sponsor Deliverables

- ❖ 60 minutes dedicated presentation/pitching slot
- ❖ Online visibility on TravHQ.com, OTM.co.in
- ❖ Promotion via social media, newsletters etc.
- ❖ Video snippets from workshop to be published on YouTube
- ❖ In-event branding across OTM assets

Travel Tech Track Sponsor 2,00,000 INR

As a Travel Tech Track sponsor partner, you will be given brand visibility across the entire Travel Tech Track event as well as the 3 day OTM event

*Rates exclude GST



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